

9) The submitting of ordering data from the product pages to the emediacarts is done through buyobjects as shown in figure 6, which contain the web links, non-server forms or the forms and link format specific to the file type, such as the forms data format used in portable document format documents, universal resource locator strings, hypertext markup language forms, extensible markup language tags, portable document format web links, and all other available querystring and form field variations available in programming languages, and these buyobjects can either be single product submissions or group product submissions, and the data they contain can be parameters and values, containing numbers, descriptions, styles, colors, quantities, quality, tax info, shipping data, and any qualitative or quantitative options or information pertaining to the purchase.

10) Coded applications in hidden frame browser windows provide persistence between linked pages but are not required for single product page catalogs, where the use of the word persistence is in reference to the reloading of the existing cart versus the opening of a new cart during the linking to any additional product pages as shown in figures 7 and 8.

11) Emediacarts' proprietary pdf engine for portable document format ordering is based on our proprietary method of using a winsock control bound to a custom transmission control protocol port that is dedicated to accept requests, issued by portable document format web links, which are further processed by the emediacarts custom activex dll, and is illustrated in figure 9.

12) Emediacarts in some cases require liveconnect or other technology that is capable of processing incoming messages from javascript, contained within the product pages.

13) All emediacarts can be web connected to back end merchant services and merchant administration services, including customer information, product updating, product pricing and updating, order history for both customers and the vendors, accounting interfaces, shipping management, taxations management, order faxing through our proprietary fax server, and interfaces to the credit card processor's gateways for credit card authentication and processing through our proprietary ittransfer intermediate gateway, and they can be customized to process orders through existing web site shopping carts and back-end services.

Abstract

eMediaCarts are interactive, portable shopping carts, which allow for e-commerce purchasing directly from personal computers, CDs, DVDs, interactive TV systems, or other stand alone or web connected media devices. eMediaCarts can include or access, dynamic databases reproducing functionalities and capabilities of dynamic server web sites, without needing to connect to a server, and can contain the same content as printed versions of catalogs by converting or exporting digital files from print design programs such as Adobe InDesign, Pagemaker, Quark Xpress, Canvas, Freehand et al. to any digital format or document that will support the BuyObjects, such as HTML, Adobe Acrobat, Flash, SVG (Scalable Vector Format), Quicktime, MPEG, PowerPoint, and other documents which can contain interactive URLs including remote server videos (which can be delivered as locally stored portable videos alleviating the concerns of Internet access and security and slowness of inadequate bandwidths). eMediaCarts transform and provide the ability for static data and data received from remote servers to become portable, interactive, purchasing media. eMediaCarts usages include direct mail using file formats such as:

HTML, DHTML, XML, PDF, PowerPoint, Word, MPEG and other portable file formats, which can be used within or attached to email or instant messages.